

Census Development 101



Who

Executive Directors, Administrator, Director of Nursing, Admissions Coordinator, and anyone else you consider a part of your marketing team.

Why

As alternative payment models are expected to continue to evolve, providers are being narrowed out of the networks. It's crucial for skilled providers to create relationships with referral sources and demonstrate data-driven value. This program is tailored to each facility's specific challenges and needs. Proven success shows noticeable improvements in census after the first to second week of consulting support. Facilities see an increase in census anywhere from 26% to 365% with an average increase of 44%. At the completion of this program, you will be well equipped to grow your census and add to your bottom line.

What

A course dedicated to evolving marketing efforts to get you a seat at the table with referral sources, leading to census growth and revenue optimization.

Objectives

1. Identify regional market share
2. Develop a market plan
3. Discover referral source needs
4. Optimize revenue
5. Assess competitive environment
6. Evaluate pay for performance metrics
7. Analyze data

Significant Results

This case study proves the success of this program. This organization has 6 facilities and saw a financial increase of 44% which is over \$6.8 million in revenue.

